

U.S. Department of Commerce, Patent and Trademark Office				Atty Docket No.	Serial No.			
				M-9235 US	09/648,429			
INFORMATION DISCLOSURE STATEMENT BY APPLICANT				Applicants: Jordan J. Louviere,				
(Use several sheets if necessary)				Hikaru Phillips, and Jason P. Bennett				
				JAN 17 2001	Filing Date	Group		
					August 25, 2000	Unassigned		
U.S. Patent Document								
*Examiner Initial		Document Number	Date	Name	Class	Subclass	Filing Date If Appropriate	
(61)	AA	5,809,242	9/15/98	Shaw et al.	395	200.47		
↓	AB	5,848,396	12/8/98	Gerace	705	10		
↓	AC	5,872,850	2/16/99	Klein et al.	380	49		
(60)	AD	5,968,125	10/19/99	Garrick et al.	709	224		
AE								
AF								
AG								
AH								
AI								
AJ								
AK								
Foreign Patent Documents							Translation	
		Document	Date	Country	Class	Subclass	Yes	No
	AL							
	AM							
	AN							
	AO							
	AP							
OTHER ART (Including Author, Title, Date, Pertinent Pages, Etc.)								
	AQ							
	AR							
	AS							
Examiner	<i>Betty Lusk</i>	Date Considered	<i>6/22/03</i>					
<b>*EXAMINER:</b> Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with your communication to applicant.								

Sheet 1 of 1

U.S. Department of Commerce, Patent and Trademark Office		Atty Docket No.	Serial No.					
		M-9235 US	Unknown					
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use several sheets if necessary)		Applicants						
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		Herewith	Unknown					
U.S. Patent Documents								
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	AA							
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	AC							
	AD							
	AE							
	AF							
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	AH							
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Foreign Patent Documents				Translation				
		Document	Date	Country	Class	Subclass	Yes	No
	AL							
	AM							
	AN							
	AO							
	AP							
OTHER ART (Including Author, Title, Date, Pertinent Pages, Etc.)								
(B)	AQ	Dreze, et al.; "Testing Web Site Design and Promotional Content"; <i>Journal of Advertising Research</i> ; January/February 1997; Vol. 37, No. 1; Pages 77-91.						
(C)	AR	Dreze, et al.; "A Web-Based Methodology for Product Design Evaluation and Optimisation"; <i>Journal of the Operational Research Society</i> ; October 1998; Vol. 49, No. 10; Pages 1034-1048.						
	AS							
Examiner	<i>Brian J. St. John</i>		Date Considered	<i>6/22/03</i>				
<p>*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with your communication to applicant.</p>								